

MINUTES OF THE JULY 6, 2011 DESIGN REVIEW MEETING

CITY OF MESA
MINUTES OF THE
DESIGN REVIEW BOARD
JULY 6, 2011

A meeting of the Design Review Board was held in the Lower Level of the Council Chambers 57 East First Street, at 4:30 p.m.

MEMBERS PRESENT

Wendy LeSueur – Vice Chair
Dan Maldonado
Scott Marble
Andrew Call
Ralph Smith

MEMBERS ABSENT

Craig Boswell (excused)

OTHERS PRESENT

John Wesley
Lesley Davis
Tom Ellsworth
Gordon Sheffield
Debbie Archuleta
Wahid Alam

MB Finnerty
Daniel Donsal
Curt Taylor
Lisa Procknow
Jasbir Luthera
Stephanie Wright
Tanya Collins
Dennis Lloyd
Fred Woods
Bill Brown
Others

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CASE: Gas Station
1510 South Country Club

REQUEST: Review of a 2,625 sq. ft. convenience store and a 925 sq. ft. car wash

DISCUSSION:

Vice Chair Wendy LeSueur:

- Colors are very subtle, would like to see more contrast
- The “book ends” are awkward, may not be necessary
- It is a nice design, and an improvement

Boardmember Ralph Smith:

- Concerned with condition of pavement
- Concerned there will not be enough parking spaces
- Awning is awkward
- Speed bump is in the wrong place and should be parallel to carwash exit door

Boardmember Dan Maldonado:

- Agree align awning height with soffit
- Darker tone on canopies so they become more of an element
- Pull color from the stone
- Concerned with panels at base; maybe split face block, use a more natural, durable material
- Concerned with visibility at entry drive from Holmes Avenue, the pine tree is not a good choice
- Match screen walls with the cmu on the building base
- The trash enclosure should blend in with the building; could use the same masonry as the band on the building

Boardmember Andrew Call:

- It would be nice to add more pedestrian pavers to tie the project together
- Concerned with queuing at car wash

Boardmember Scott Marble:

- The colors don't need to be dark, but there should be more contrast
- Agree the “book ends” are not necessary

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CASE: LVM Systems
4320 East Florian

REQUEST: Review of a 7,192 sq. ft. office

DISCUSSION:

Boardmember Dan Maldonado:

- The materials are fine, but all you see is roof
- The building is 1/3 with 2/3 roof
- The landscape palette needs to be simplified
- The Orchid tree won't get much taller than the wall and the Willow is under the overhang
- In the retention area use taller trees along the wall and shorter trees closer to the building
- Use retention appropriate trees in a grid pattern

Boardmember Scott Marble:

- Agree there is a lot of roof
- Place the trees so they create a nice view for employees
- The building will not be very visible because of the shape of the lot

Vice Chair Wendy LeSueur:

- Could the roof be lowered?

Boardmember Ralph Smith:

- The roof has no character
- Could they add a cupola to allow natural light?

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CASE: Dream Car Restoration
33 South Alma School

REQUEST: Review of a mural

DISCUSSION:

Mark Miller stated the pole sign would be removed.

Vice Chair Wendy LeSueur:

- Likes the colors of the mural
- No one will read the sign
- Could the mural wrap 10' back on the fascia
- Need something purple where the rocks are
- The sign needs to drop down and have a border

Boardmember Dan Maldonado:

- Use something like red yucca in the landscape area

Boardmember Scott Marble:

- Sign is awkward, make it more visible

Boardmember Ralph Smith:

- Area with the canopy is awkward, it takes away from the mural
- Bronze lights should be nice with the mural colors
- Could the rest of the building be painted one of the lighter colors from the mural?
- Use high-performance paint

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CASE: Riverview revisions
SEC Dobson and the Loop 202

REQUEST: Review of changes to the Riverview shopping center and Riverview signs

DISCUSSION:

Boardmember Dan Maldonado:

- They are on the right track
- Soft scape retains people
- Concerned with the fishbowl effect of the pocket parks. People don't want to be in the middle of a parking lot
- Too much traffic right next to the pedestrian area
- Put grass where kids can run and play and not be next to traffic
- Wider connection between areas
- Cinemark is badly run, and not customer friendly

Boardmember Wendy LeSueur:

- Temple Marketplace seemed to have all their tenants lined up before they built. Do you have tenants lined up?
- Need to attract family oriented tenants
- Provide a variety of plants
- Provide music

Boardmember Ralph Smith:

- This is headed in the right direction as far as energy
- Likes the stage and pedestrian concepts
- Connection between pedestrian areas is weak
- Lose some parking and provide a wider pedestrian area to connect them
- Mill Avenue has nice shade trees
- Landscaping is important to break up parking

Neighbors spoke regarding the project.

Stephanie Wright agreed the area in between the pedestrian areas needs to be a focal point. Cinemark didn't get it right. They don't have the amenities Harkins has. The speakers were never even hooked up in the bathrooms.

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Tanya Collins stated Desert Ridge is a beautiful place where you can sit and relax in shade and walk from store to store. They used real shade trees, not palms. The entertainment district should be a place where people can go for the day with their kids, walk in shade, go to a movie, and spend the day or evening.

Riverview Signage

Boardmember Andrew Call:

- Signage is critical to draw people into the center

Vice Chair Wendy LeSueur:

- Like material of the new signs
- Why is the 70' sign placed where it is? It doesn't draw you into anything.
- Why not have lights for entertainment district in a color to distinguish the area
- More vibrant, lights, color
- Maybe Cinemark should do something that ties to the sign

Boardmember Scott Marble:

- Can see benefit of signage
- Could they put a smaller sign in the center area and move the 70' sign farther in
- Something impressive that draws people in
- Maybe several blue lights with palm trees

Boardmember Dan Maldonado:

- Why not have more signs that draw you into the district

Boardmember Ralph Smith:

- The 70' sign doesn't work until Phase II

The Gazebo:

Vice Chair Wendy LeSueur:

- A fireplace is a really good idea. It needs to be in the entertainment district

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Staff member Scot Rigby then spoke regarding the Cubs Stadium. He stated the stadium would be further west. The park will be staying, but it will be redeveloped. The City wants the park to be a destination place. The signage at the corner of 8th and Dobson will be important to the park. The City wants the park to blend into Riverview.

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A. Call to Order:

Vice - Chair Wendy LeSueur called the meeting to order at 4:33 p.m.

B. Approval of the Minutes of the June 1, 2011 Meeting:

On a motion by seconded by the Board unanimously approved the minutes.

C. Election of officers:

D. Design Review Cases:

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CASE #: DR11-15 Downtown Fence Mural

LOCATION/ADDRESS: NWC Country Club Drive and Main Street
REQUEST: Approval of Downtown Mural, per MCC §11-19-6
PURPOSE: This request will allow for a mural to be silk-screened or printed on a mesh fabric to be attached to a perimeter fence surrounding a vacant lot
COUNCIL DISTRICT: District 4
OWNER: City of Mesa
APPLICANT: Mesa Economic Development Office, Shea Joachim
STAFF PLANNER: Gordon Sheffield

REQUEST: Approval of a Downtown mural concept

SUMMARY: Zoning Administrator Gordon Sheffield explained that he had made an interpretation that the fence was a temporary use and therefore the fence itself was allowed. The application before the Board was for the mural only.

Staff member Shea Joachim stated the fence would be repaired so the mural could be attached to the top bar of the fence. He stated the fence would be moved farther back from the Bailey's building so cars can maneuver without hitting the fence. Mr. Joachim showed the Board the final proposal for the mural as well as a sample of the material.

Boardmember thought that removing the small text helped. He confirmed that there would be 5' X 20' panels.

Boardmember Andrew Call thought the mural could be a good opportunity to advertise the downtown area.

Vice Chair Wendy LeSueur hoped the fence would be very temporary. She did not believe the mural was a worthwhile expenditure. She was glad they were removing the small text.

Boardmember Ralph Smith was glad the mesh was somewhat translucent. He hoped it would not provide a hiding place for people. He thought it could be good advertising for the City.

MOTION: It was moved by Dan Maldonado and seconded by Andrew Call that DR11-15 be approved as submitted

VOTE: Passed 3 – 2 (Boardmembers LeSueur and Marble voted nay)

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CASE #: DR11-16 Mesa Grande Ruins Visitor's Center

LOCATION/ADDRESS: 1000 North Date
GENERAL VICINITY: Located west of Banner Health Services Administrative Center (formerly Mesa Lutheran Medical Center) north of 8th Avenue, south of Brown Road alignment, and west of Country Club Drive
REQUEST: Approval of a City-owned public facility
PURPOSE: This request will allow for the development of a visitor's/interpretation center for the Mesa Grande Ruins. This is an Arizona Centennial Legacy project.
COUNCIL DISTRICT: District 1
OWNER: City of Mesa
APPLICANT: City of Mesa Engineering Dept & Arizona Museum of Natural History
ARCHITECT: WHPacific – Mary Modezelewski, RA
STAFF PLANNER: Gordon Sheffield, AICP

REQUEST: Approval of a City owned public facility

SUMMARY: Tom Jerry Howard, Ron Peters, Steve Stetler, and MaryAnn Modezelewski represented the case. Tom???? Stated they had been trying to work out an agreement to allow bus parking across the street on the Banner Office site. They had also been working with Councilmember Richins and the Transportation Department to share parking on the triangular property.

An adjacent neighborhood, Dennis Lloyd, spoke regarding the project. He stated the applicants held a neighborhood meeting. About 30% of the residents were in attendance. The main concerns were traffic and security. Mr. Lloyd stated there are 9 homes that back up to this site. Some of the suggestions were for a cactus garden, or indirect security lighting. Mr. Lloyd felt they had addressed the neighbors' concerns.

Dr. Howard stated the neighbors had expressed that they wanted less traffic to the site. The museum had changed the scope of the project to have fewer visitors. Tom stated they were trying to provide parking on-site so it would not be on 10 Street. He stated the facility would not be a night time operation.

Tanya Collins then spoke and reiterated that the main concern was parking. She stated this could become a popular place. How do you plan for future people who will want to go there? Vice Chair LeSueur stated that the parking issues were not this Board's purview. The Design Review Board was tasked with reviewing the aesthetics of the project, not the site design.

Steve Settler stated they did not want a lot of people visiting the site. They want to protect the ruins, and a lot of visitors would degrade the site.

Boardmember Dan Maldonado asked if the City could do something on the other side of the wall so it is not on the side of the ruins. He thought the 30' tent structure was too high for a

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pedestrian area. He thought it should be stepped. He thought the structure should tuck you in and make you feel sheltered.

Boardmember Scott marble did not think the security issues in the neighborhood would be affected by this project.

Boardmember Ralph Smith questioned how they could control the number of visitors. Tom stated that right now the visitor's center was proposed to be open 2 days a week. If more people start going there they could open it another day so there would be fewer people each day. He thought the fabric pieces were very large to be flat. He confirmed that they would be tied down.

MOTION: It was moved by Scott Marble and seconded by Ralph Smith that DR11-16 be approved as submitted

VOTE: Passed 5 – 0

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E. Other business:

Presentation by Valley Metro on light rail stations.

Lisa Procknow and MB Finnerty made a presentation on the Design Completion Update for the Central Mesa Light Rail Transit Extension. Lisa Procknow stated Valley Metro has decided where the light rail will be; what it will be; and where the transit stations will be.

MB Finnerty stated the committee had selected the artists. They have identified the design criteria and themes for each of the stations. Architekton has been selected as the Architect. She explained there are interchangeable sets of parts that can be moved around. Mesa asked for a unique element. The canopies provide additional shade and a boost of color. The committee looked at the area and what is important to Mesa.

MB Finnerty reviewed the conceptual artwork for each station. The traction power substations will have artists work on them in the future.

Boardmember Dan Maldonado asked what they had learned from existing stations. Ms. Finnerty stated they had learned the shade structures work, they need to add recycle bins, the pavers don't hold up well so they will change to concrete, and they learned they need shade at the entries and the vending machines.

Vice Chair Wendy LeSueur thought the proposals were very nice. She was excited about the public art.

F. Adjournment:

The meeting adjourned at 7:40 p.m.

Respectfully submitted,

Debbie Archuleta
Planning Assistant

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